



JANUARY
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WESTCHESTER TOWN CENTER News

IMPORTANT INFORMATION



Information about the LAWA Specific Plan Amendment Study (SPAS) and the proposed move of the airport's northern-most runway can be found at laxspas.org



To contact the Office of L.A. City Councilman Bill Rosendahl, who represents the Westchester Town Center BID area, please call (310) 568-8772 or visit cd11.lacity.org



To contact the LAX Coastal Area Chamber of Commerce please call (310) 645-5151 or visit laxcoastal.com

YOU ARE INVITED ...

The public is invited to attend WTC BID Board meetings, which are held at 10:30 am on the third Thursday of each month at Drollinger Properties, 8929 S. Sepulveda Blvd., Suite 130 in Westchester.

Shopping Made Safer

The BID's Ambassador Program has made Westchester Town Center safer than ever and continues to assist shoppers and employees.

Since 2009, Steve Rhodes, the Westchester Town Center bicycle ambassador, has become a familiar sight throughout the business improvement district area.

Looking to assist patrons and employees in a variety of ways, Steve has not only helped make the area a more pleasant and inviting place to be, but he also serves as the "eyes and ears" for LAPD, contacting police when necessary and helping to save lives.

"The Westchester Town Center has never been better as a result of the BID's Ambassador patrol," according to LAPD Sr. Lead Officer Ruben Garcia.

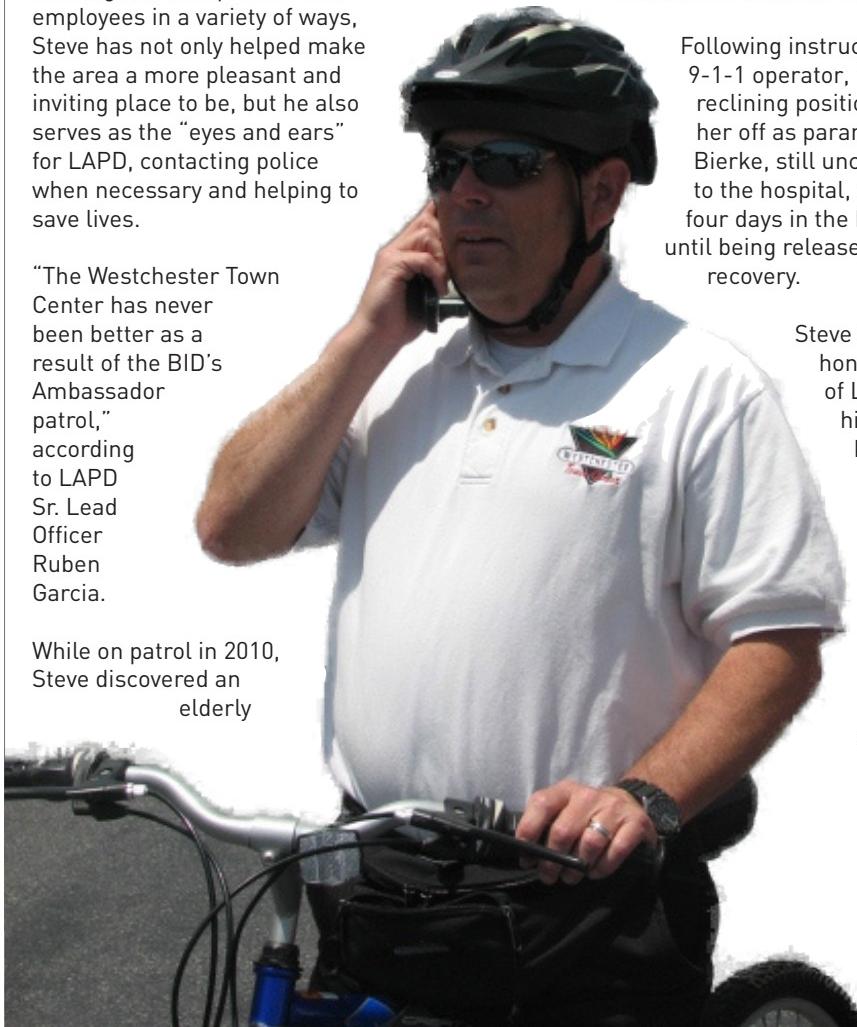
While on patrol in 2010, Steve discovered an elderly

Playa del Rey woman passed out and slumped over the steering wheel of her car parked in the hot sun of the Bank of America parking lot. Rhodes and the bank's security guard scrambled to call 9-1-1 and open the doors and windows to ventilate the car.

Following instructions from the 9-1-1 operator, he moved her into a reclining position and tried to cool her off as paramedics arrived. Peggy Bierke, still unconscious, was taken to the hospital, where she spent four days in the Intensive Care Unit until being released. She made a full recovery.

Steve was subsequently honored by the City of Los Angeles and his employer, City National Security Services for his efforts.

"He was my guardian angel," Bierke said later. "I'm so appreciative of Steve coming along and helping me."



What Is the Westchester Town Center BID?

The mission of the WTC BID is to: proactively enhance the vitality of the business district, its stakeholders, and the community by providing an inviting environment; streetscape landscaping and beautification; marketing and promotions; new business attraction; and policy advocacy.

It is a property based District formed by a vote of the commercial property owners that assess themselves for its costs of operation. Some 129 properties are included, and it is one of about 40 other business improvement districts in the City of Los Angeles. The WTC BID is managed by a non-profit corporation pursuant to its adopted Management District Plan and a contract with the City. Its Board of Directors meets monthly and invites stakeholder participation.

Westchester Town Center BID Board of Directors

Karen Dial
Drollinger Properties
President

John Ruhlen
Ruhlen & Associates
Secretary

Miki Payne
Drollinger Properties
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William F. Allen
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How 'Bout All Those New Trees?

It seems like just yesterday that the City-funded \$11.6 million improvement effort along Sepulveda Boulevard in the Westchester Town Center installed new broadleaf trees.

Actually, it was in 2008 that about 88 new trees were planted, many more than the number of damaging ficus trees removed to make way for them. Look at them now!! How beautiful as they reach for the sky and begin to frame the streetscape, just four short years later.

About 2010, another 50 or so broadleaf trees were planted along the "Triangle" streets including La Tijera Boulevard. They were installed as 15-gallon-sized-trees, although that might not be apparent to those seeing them now. These trees were available without cost, courtesy of the City's "Million Tree Initiative." How amazingly fast they, too, have grown into a source of pleasure for shoppers, clients, employees, and visitors to the area!

Karen Dial, President of Drollinger Properties and the WTC BID, acknowledged the improved street landscaping recently.

"The Westchester Town Center BID conducted a survey of people on the street in 2011 and 94.6% of those contacted said that 'well maintained landscaping' was 'good for business,'" she said. "We are certain that our new trees have created a nicer place where customers and employees are more comfortable, and that has also helped increase business in the District."

The Sepulveda Boulevard landscaping plan, both in the WTC BID area and north of Manchester Avenue, calls for Chinese Flame Trees (*Koelreuteria*) and Pink Trumpet Trees (*Tabebuia*) as an intermittently placed flowering accent.

The significant progress that has been made on these improvements has been the cause for some reflection on the part of some of those who were part of the planning.

"The commercial property owners originally voted to form the business improvement district (WTC BID) in order to maintain the landscaping" recalled John Ruhlen, long time business



leader, Secretary of the WTC BID, and President of WSIA. "We are fortunate as a community to have such forward thinking and caring owners willing to invest in Westchester's future."

City Arborist Greg Monfette is pleased to see how well the broadleaf tree planting has prospered.

"The science is that smaller transplanted trees do better than those that are larger," he said. "At the same time, a well-cared-for transplant would be expected to grow from a 15-gallon size to a 24-inch box size within a season or two. The trees that WSIA installed in the Triangle and near the Lutheran Church were a great deal for the community."

Meghan Shearer, manager of the "Million Trees Program" for the LA Conservation Corps, noted that 24-inch box trees would have cost about \$350 per tree more, totaling more than \$10,000 for the 31 trees recently planted on the west side of Sepulveda. Not only is the tree more costly but the labor to plant it is more. Smaller trees are available on a donated basis from the City's program whereas 24-inch and larger trees are not.

Monfette noted that trees recently planted on Sepulveda north of the business district were "still experiencing some transplanting stress and have not had time to adjust yet, but should emerge well this coming spring."